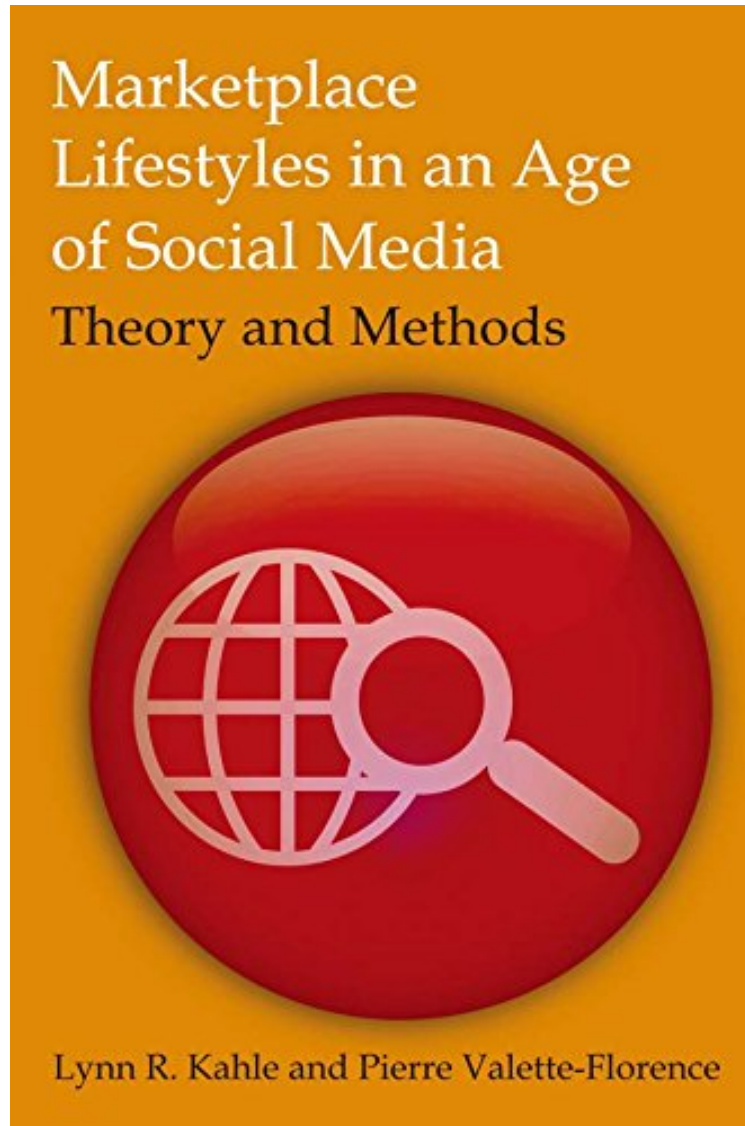


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Marketplace Lifestyles in an Age of Social Media: Theory and Methods

Lynn R Kahle, Pierre Valette-Florence

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This book approaches the concept of lifestyle from a contemporary scholarly perspective, and subjects it to rigorous

theoretical and conceptual standards from an integrated, applied psychological point of view. *Marketplace Lifestyles in an Age of Social Media* is exceptionally current, demonstrating how recent trends and developments in social media reflect the importance of lifestyle research in marketing. Numerous examples, illustrations, and comprehensive references are provided, making this volume the best single resource for scholars, students, and marketing experts in this important area of marketing theory and practice.

About the Author Lynn R. Kahle is the Ehrman Giustina Professor of Marketing at the University of Oregon, where he was Founding Director of the Warsaw Sports Marketing Center. He has served as President of the Society for Consumer Psychology, and currently is Chair of the Sports and Special Events Special Interest Group in the American Marketing Association. nbsp; Pierre Valette-Florence is Professor at the Ecole Supérieure des Affaires de Grenoble and is the author of two other books on lifestyles, a theme for which he received the Paul Nicolas Academy of Commercial Science Award, presented for the best academic research in marketing. He is recognized as an expert in quantitative analysis and methods of marketing research.